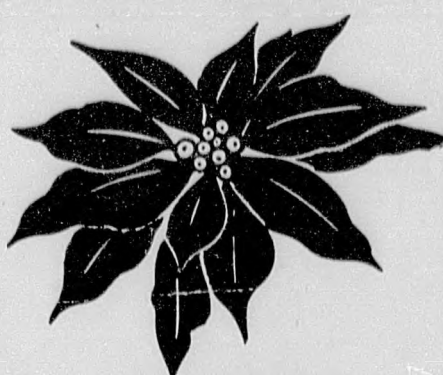




Wishing You The



# SEASON'S BEST

PRICES EFFECTIVE  
5 BIG DAYS!

DEC. 19, 20, 21 &amp; 23, 24, 1968

QUANTITY  
RIGHTS  
RESERVED

## FREE FREE FREE ELECTRIC SKILLET

VALUED AT \$24.95

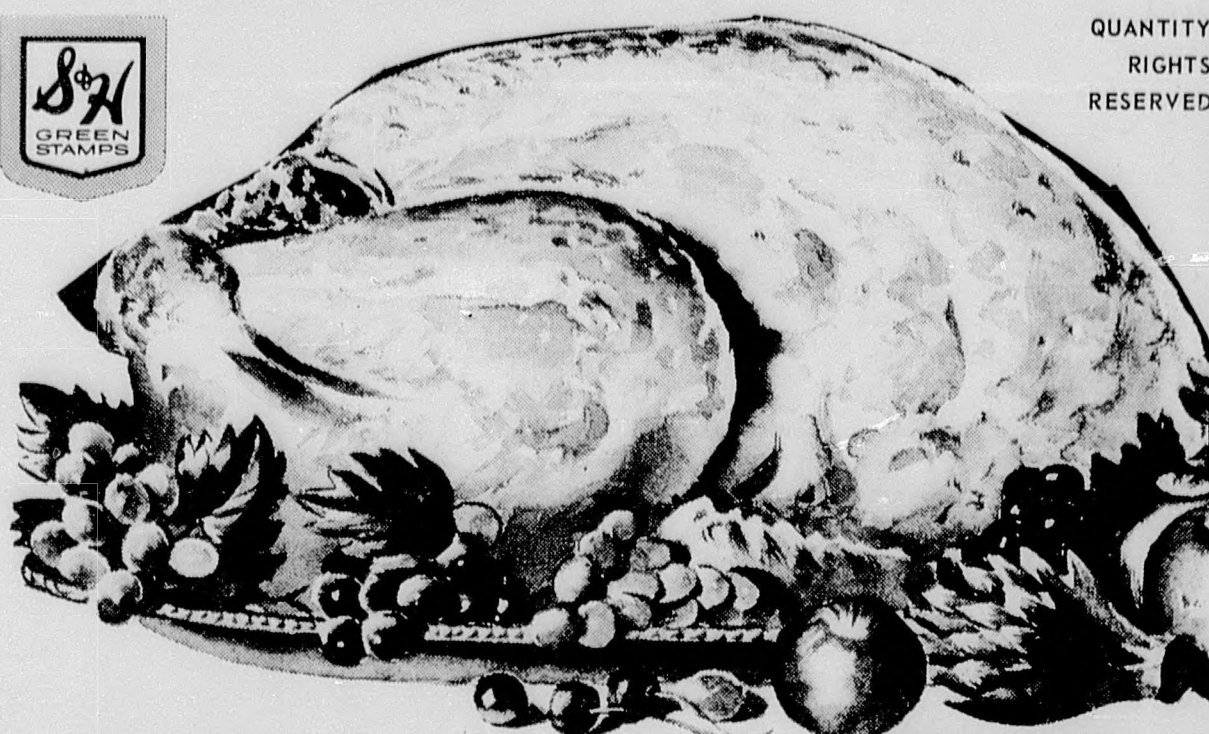
NO PURCHASE REQUIRED. REGISTER EACH TIME YOU VISIT PIGGLY WIGGLY FOR SAT. P.M., DEC. 24, 1968 DRAWING. YOU DO NOT HAVE TO BE PRESENT TO WIN. WINNERS WILL BE NOTIFIED.

MONARCH Y.C. HALVED OR SLICED

PEACHES 3  
GREEN GIANT CREAM  
CORN 4  
GREEN GIANT NIBLET  
CORN 4

LESUEUR GARDEN

\$1 PEAS 303 CAN 28¢  
\$1 MONARCH FRUIT  
COCKTAIL 4 303 CANS \$1  
\$1 YELLOW ROSE  
CAKE MIX 4 18 OZ. BOXES \$1  
LEMON, YELLOW, WHITE AND DEVIL FOOD



Ocean Spray Jellyed  
CRANBERRY  
**SAUCE**

REGULAR NO. 300 SIZE CAN

LIMIT . . . Two (2) Cans With \$7.00 Or More Purchase

DISCOUNT SPECIAL! Swift's Goldcrest

# TURKEY

14 LBS. AND UP, YOUNG

LIMIT . . . One Turkey At This Discount Price!

# 28¢

CUSTOMER'S CHOICE DISCOUNT SPECIAL

ALL GRIND YELLOW ROSE

ALL GRINDS FOLGER'S

# COFFEE

# 48¢

# 58¢

1 LB. CAN

1 LB. CAN

CUSTOMER'S CHOICE ONE CAN COFFEE WITH \$7.00 OR MORE PURCHASE

YELLOW ROSE CREAMY WHITE OR FUDGE  
Frosting Mix 4 13 OZ. BOXES \$1  
GRAPE OR ORANGE  
Circus Drinks 4 46 OZ. CANS \$1  
NORTHERN  
Napkins 60 CT. PKG. 10¢  
Tissue 4 ROLL PKG. 39¢  
ASSORTED COLORS SCOTT SMALL  
Placemats 74 CT. CELLO 3 FOR \$1  
HEAVY DUTY  
Reynold's Wrap 15" ROLL 59¢

BUY FAMOUS NAME BRAND BONUS GIFT PRODUCTS AT PIGGLY WIGGLY AND SAVE TWICE BY REDEEMING BONUS GIFT COUPONS.

HAPPY HOLIDAY SHOP PIGGLY WIGGLY FOR CHRISTMAS TREES, CANDIES, NUTS, FRUIT &amp; CARDS!

YOUR PLEASURE IS OUR POLICY



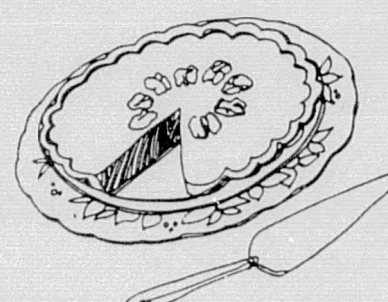
# BREEZE

# 69¢

GIANT BOX

LIQUID LUX  
ECONOMY SIZE  
PLASTIC BOTTLE

49¢



DISCOUNT SPECIAL  
MORTON'S FAMOUS FROZEN  
PECAN  
**PIE**

16 OZ. SIZE

# 59¢

REGULAR OR HARD  
TO HOLD HAIR SPRAY  
SUAVE 13 OZ. CAN 64¢  
COMPARE AT 99¢

DISCOUNT SPECIAL!  
8 OZ. Cans Sunset Gold  
BISCUITS  
6 Pak Carton  
49¢



Blue Bonnet Regular  
MARGARINE  
1 lb. ctn. 29¢  
Kraft Philadelphia  
CREAM CHEESE  
8 oz. pkg. 37¢

PIGGLY WIGGLY WISHES YOU A SAFE &amp; HAPPY MERRY CHRISTMAS!

14 TO 16 LBS. SUNNYLAND HICKORY SMOKED  
Half or Whole Hams LB. 59¢  
SWIFT'S PREMIUM 3 LB. CAN  
Pear Shape Hams \$2.89  
READY TO EAT! HORMEL CURE-81  
Boneless Hams LB. \$1.39  
SUNNYLAND FRESH HOT OR MILD  
Pork Sausage 1 LB. ROLL 49¢  
SUNNYLAND BOBWHITE SLICED  
Bacon 1 LB. PKG. 59¢

50¢  
3 Lb. Pkg.  
GROUND  
BEEF

Shop Piggly Wiggly For  
Swift's Premium Butterball  
Turkeys, Steaks, Roasts,  
Chops, Hens, Oysters,  
Hams and all the HOLIDAY  
TRIMMINGS!

YOUR PLEASURE IS OUR POLICY



# CELERY

# 15¢

HOLIDAY STALK

FRESH FLORIDA  
ORANGES  
DOZ. 25¢  
RED DELICIOUS  
APPLES  
DOZ. 69¢  
Enjoy The Very-Best Produce!

# The Elba Clipper

VOLUME 71

ELBA, ALABAMA 36324, THURSDAY DECEMBER 26, 1968

NUMBER 23



Grant us Peace  
Thy Most  
Precious  
Gift...  
Oh Lord

MINISTER RAYMOND ELLIOTT AND FAMILY





**GREETINGS**


A jolly salute to all and a hatful of cheery greetings for Christmas! May we extend our thanks and say, once again it's been a pleasure to serve you.

**PXIE SHOP**

JOHN & NELL KENDRICK

Telephone 897-6605

He knows you were good and so do we...



**MERRY CHRISTMAS**

Williams' Texaco Station

Telephone 897-2908



**NOEL**

May the Christmas Star bring you the Gifts of Faith, Love and Happiness. We wish you a Joyous and Blessed Christmas!

**JIMMY HORNSBY**

STATE FARM INSURANCE

## Snow Scenes Say, "It's Christmas"

By ANNA MANG

Where the sun shines bright, the air is balmy and never is heard the discouraging howl of a blizzard, Christmas is still a winter wonderland.

In northern climes the plaint is, "We just don't have snow for Christmas the way we used to," and even in climates where decorated palm trees substitute for evergreens and holiday picnics are more likely than sleigh rides, snow and plenty of it, seems an essential part of the vision of the Yuletide.

Country snow scenes are popular greeting card subjects and Christmas illustrations in Southern states, South American countries and many other places where snow seldom or never falls. Songs and stories tell of a Christmas world wrapped in wintry white.

It was rainy season. The popularity and persistence of the "winter wonderland" idea seems more remarkable since "snow for Christmas" must have been impossible, if not impossible, as a part of the Holy Night. Rain was a one likely especially on the date officially celebrated as Christ's birthday. December 25 is right in the midst of the rainy season in Bethlehem.

Early art depicting the Nativity and the events following it was faithful to the probabilities. In these paintings, the shepherds watched in fields free of snow, and the Holy Family fled to Egypt under sunny skies, their route marked by palm trees. Later, snow appeared in paintings of the Holy Night.

White Means Purity. Part of the explanation may be that white, rather than red and green, was early chosen by churches as the color of Christmas. White is of course, the symbol of purity and innocence, and a landscape white with snow thus becomes a proper expression of the true spirit of Christmas.

Other explanations may be found in the origins of Christmas customs. Many of the modern Christmas customs, the tree and its lights, for instance, came from Germany, where cold snowy winters might logically contribute to the legends and lore of the season. The first lighted tree was, supposedly, created by Martin Luther as a symbol of a starry sky on a snowy night.

In modern times Irving Berlin and Bing Crosby have substantially strengthened the vision of a "White Christmas." Bing singing Berlin's famous song is now a traditional part of the Yuletide season.

While many, perhaps most, people may be able only to dream of a white Christmas and create its semblance with cotton or spray-on snow, it's a safe assumption that the happiest season will continue to be envisioned as a snowy winter wonderland.

## Christmas Rose Famed in Legend

Blooming in the heart of winter and sometimes even in the snow, the Christmas rose is a plant famed in legend.

According to an old story, a poor little shepherdess had no gift to offer the Christ Child, and so she went. When her tears touched the ground, flowers sprouted.

Delighted, she plucked an armful and hastened to the infant. The caress of his fingers turned the petals pink.

Botanists class the Christmas rose as a member of the buttercup family. Native to Southern Europe and western Asia, it has leathery, dark green leaves and large, saucer-shaped flowers with white or rose-tinted sepals, according to The Encyclopedia Americana.




**GREETINGS**

Glad tidings to all... and our sincere wishes for a happy and holy Christmas Day.

**O.C. Morrow Grocery**

Telephone 897-2868




**Joyous Wishes**

may you and your loved ones have a merry Christmas, and enjoy all the traditional festivities and delights of this glad time.

**Elba Baking Company**

Telephone 897-6401



**MERRY CHRISTMAS**

We take great pleasure in sending you our every good wish for Yuletide happiness, and the best of health and success in days to come.

**Parrish TV & Radio Service**

Telephone 899-2501



**MERRY CHRISTMAS**

Warm and sincere greetings, from all of us to all of you, and many thanks, too.

**Farm Bureau Insurance**

Gerald Boswell, Agent Telephone 897-2015

## Carolers Were Once Dancers

The first Christmas carols were danced to, according to Encyclopedia Americana. Carolers took hands and formed a ring, singing as they went round.

Oldest of all carols, it has been said, was that sung by the heavenly host when the birth of the Saviour was announced to the shepherds on the plains of Bethlehem. Probably, the practice of singing carols at Christmas arose in imitation of this, as the majority of carols declared the good tidings of great joy, and the title of Noel, novel or novelle, applied to carols, would seem to bear out this idea.

**Birthday News...**

"Novel" or "Noel" means birthday news or a "short of joy" for the birth of Christ. The earliest carols were songs of the Nativity, the incarnation and the Annunciation. Later, ones on shepherd themes and the Epiphany were composed, and there were also many of folk origin on the festivities of the Christmas season.

These latter included such songs as "The Holy and The Ivy." Many of the surviving old carols were originally part of the medieval mysteries and miracle plays.

**First in Latin...**

Christmas carols first were written in scholar's Latin. The Blessed Jacobine of Todi, of the Franciscan order, led the way to a wider enjoyment and appreciation of joyous Christmas songs by writing musical poems in the language of the common people.

The saint, who lived from about 1200 to 1308 A.D., had a good precedent for his interest in carols in St. Francis himself. St. Francis is the creator of the first creche or manger scene, in 1223 A.D. Villagers gathered around the scene and sang hymns to the Christ Child.

**"The Boar's Head"...**

"The boar's head in hand bear I. Bedecked with bays and rosemary."

"The Boar's Head Carol," source of this quotation, appeared in the first collection of English carols, printed in 1551, and is still sung on Christmas Day at Queens College, Oxford.

Other colleges of Oxford had their own versions of the same song. "The boar is dead; lo, here is his head," remarked the card sung at St. John's, while "The boar's head in hand I bring, With garlands gay and birds singing" was the version heard at Balliol.

Even in early times, the "boar" romantically referred to as traditional at the feast has produced a pig. The wild boar is believed to have been extinct in Britain early in the 12th century.

**Feast of Stephen...**

"Good King Wenceslas looked out on the feast of Stephen."

This familiar carol commemorates two famous men. One is King Wenceslas, who ruled in Bohemia in the 10th century A.D. He was noted for his generosity to the poor, and practiced this generosity on Christmas and on St. Stephen's Day, December 26.

St. Stephen was the first Christian martyr, noted in legend as a follower of Christ who, at the time of the Nativity, had been in the service of King Herod. When he was persecuted to see the Star, he left Herod to serve the Child.

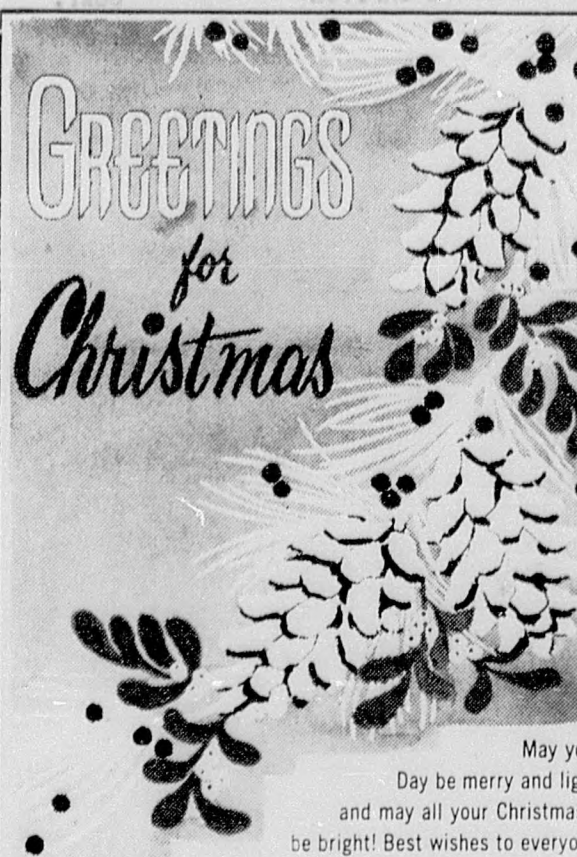
Today the "feast of Stephen" is remembered primarily because of the carol, "Good King Wenceslas." His day is now more commonly observed, especially in England and Canada, as Boxing Day, when presents are given to servants and others who have rendered services throughout the year.

**Shepherd Maiden...**

Shepherds are familiar figures in Christmas stories and carols, such as "While Shepherds Watched Their Flocks by Night."

More novel, but equally established in tradition, is the story of the shepherdess who visited the stable on the first Christmas night.

"Dou viens-tu, bergere?" or, "Whence Come You, Shepherd Maiden?" was brought to Canada in the 17th century, by early French settlers. In the carol, a questioner asks the shepherdess where she has been and what she has seen, and she in turn describes the manger scene.



**GREETINGS for Christmas**

May your Day be merry and light, and may all your Christmases be bright! Best wishes to everyone

**Shelby Morrow Grocery**

Elba - Telephone 897-2838




**GREETINGS for Christmas**

We wish you a Christmas near your loved ones... a season of joy and good will.

**THOMASON FURNITURE & CARPET COMPANY**

Telephone 897-2836



**Peace**

As we journey along the road of life, may the light of the Christmas star hearten and inspire us, strengthening our resolve to do all we can to achieve lasting peace on earth.

**NASCO BUILDING & SUPPLY**

TELEPHONE 897-2475



**We hope the blessed joys of Christmas remain with you all year!**

**Paschal's Dairy**

713 CRAWFORD AVENUE ENTERPRISE, ALA.




**Greetings of the Christmas Season**

May your home be bright with joy all through this most festive of holiday seasons. To all of our friends we wish the merriest Christmas ever.

**ELBA PACKING COMPANY**

TELEPHONE 897-2461



**merry christmas**

'Tis the season to be jolly, and to wish you and your family a Yuletide filled with every happiness.

**EASY PAY TIRE STORE**

DO THAN-FT. RUCKER RD. ENTERPRISE, ALABAMA PHONE 347-2291



**THE 1968-69 4-H CLUB...** officers of New Brockton 4th grade Girls' club are shown after their recent election. Pictured left to right, front row are Andrea Broxton, game leader; Susan Howard, song leader; Julie Kysar, president; Teresa Rudd, game leader; and Julia Hutto, song leader; Back Row: Kathy Menges, secretary; Peggy Taylor, devotional leader; Alice Flowers, vice-president; and Debbie Farris, reporter. Their local leader is Mrs. Margaret Johnson.



**NEW GIRLS' OFFICER...** of New Brockton 5th grade 4-H Club gather around their president, Golda Tindol, as she explains their duties. Pictured is Golda Tindol, seated. Standing, left to right are Susie Blanton, game leader; Teresa Whitehead, song leader; Carol McWhirter, secretary; Rhonda Caldwell, vice president; Melinda Adkison, devotional leader; Belinda Burris, game leader; Ann Burns, reporter; and Wanda Atchley, reporter. Not pictured is Marilyn Cardwell, song leader. Miss Mollie Be'le Sawyer is their local leader.

## Red, Green Set Yule Scene With Symbolic Meanings

The traditional colors of the Christmas season are red and green. Yet these colors have meant different things to different people over the ages. Color has been used as the symbol of abstract ideas from time immemorial.

In early and medieval Christian art colors had a mystic or symbolic meaning. Red indicated passion. In its good sense it was a symbol of divine energy and love and the creative power of the Holy Spirit. In its bad sense it was a sign of hate. In that meaning it became an emblem of Satan.

Emerald green is often the symbol of hope and growth in many Christian paintings. Colors played an important role in medieval magic and superstition. For example, the famous "philosopher's stone," which the alchemists thought would turn base metals into gold and cure all diseases, was thought to be colored red, according to the Encyclopedia Americana. Red was also a favorite curative color in more recent superstitions.

In Indonesia, the people think a piece of bright red coral will keep its owner's teeth in good order, and there are people everywhere who are sure that a person owning a ruby will live to a ripe old age. Green was a sacred color among the ancient and medieval Egyptians who wore it as a symbol of hope and the joy of spring. The Muslims carried this symbolism throughout the Middle East, and the faithful, on returning from the pilgrimage to Mecca, wear a green turban.

## A JOYOUS Christmas

Let the joy of Christmas reach into every heart, as with scripture, song and prayer, we recall the wonder of the birth.



**Fuller Brothers' Garage**

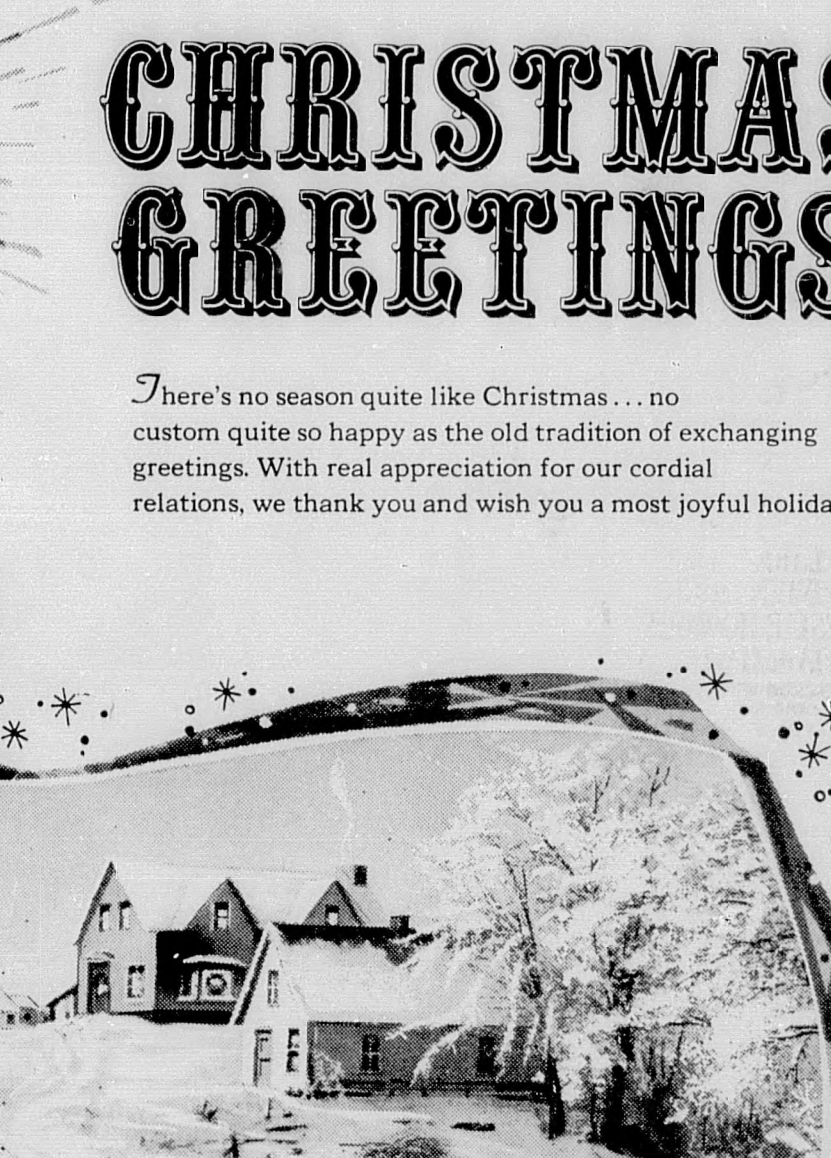
Telephone 897-6235

## A wish for your happiness at Christmas WESTERN AUTO

HOME OWNED AND HOME OPERATED BY WALTER COX

## CHRISTMAS GREETINGS

There's no season quite like Christmas...no custom quite so happy as the old tradition of exchanging greetings. With real appreciation for our cordial relations, we thank you and wish you a most joyful holiday.



**DORSEY CHRYSLER-PLYMOUTH**

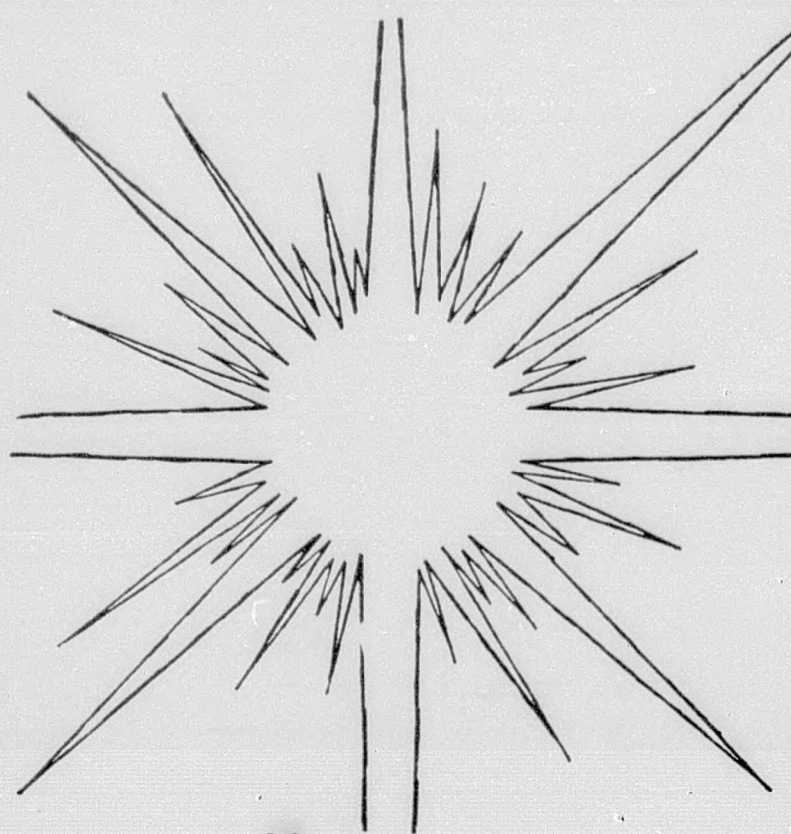








The Elba High Coaches And Football Players Would Like To Wish A Happy And Peaceful Christmas To All Our Friends.



And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the City of David a Saviour, which is Christ the Lord.

The Southeast Alabama Gas District  
"Progress Through Service"

... and best wishes for a joyous Holiday Season to our many loyal friends and patrons. We extend our heartfelt thanks and warmest wishes to all of you.

**First Federal Savings & Loan Association**  
Telephone 897-2231



SUSAN HASELMAIER, five-year-old daughter of Mr. and Mrs. Haselmaier, is the 1969 March of Dimes Poster Child for the state of Alabama, with her "critters."

### 1969 March Of Dimes Poster Child

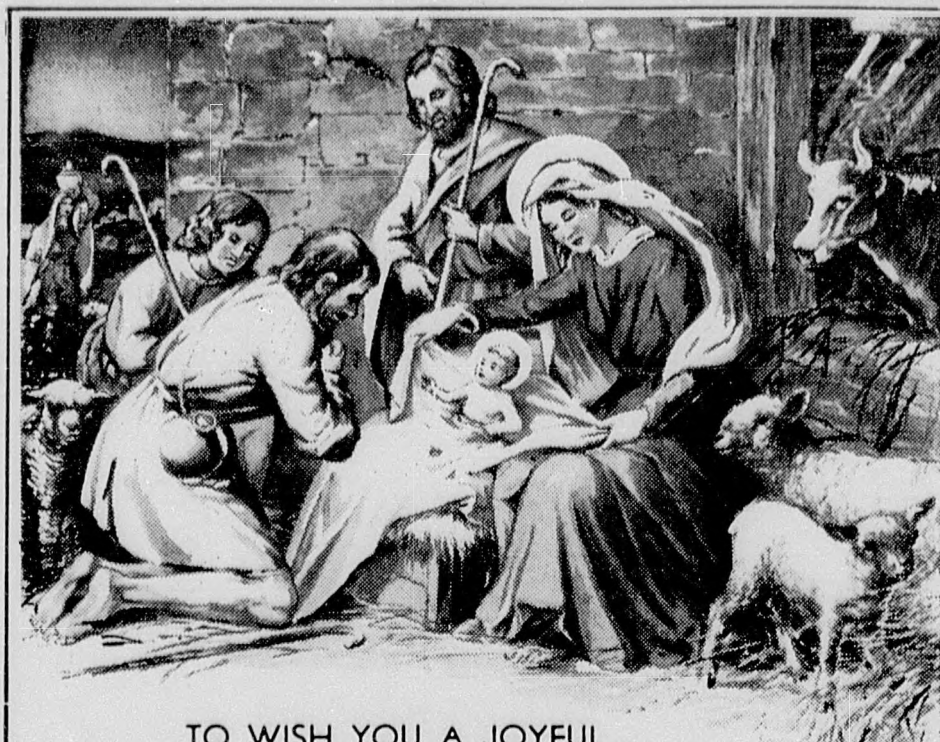
Susan Haselmaier, five-year-old daughter of Mr. and Mrs. Haselmaier, is the 1969 March of Dimes Poster Child for the state of Alabama, with her "critters."

Announcement of her and was in the top ten final selection is made by Dr. alists for 1969 national March of Dimes Poster Child for Mobile County Alabama. Susan served as the 1968 March of Dimes Poster Child for the state of Alabama, has been named Dimes.

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### TO WISH YOU A JOYFUL CHRISTMAS

Let us remember, as we celebrate His birth, that our duty to mankind is ever growing in a world that gropes for peace and understanding. With trust in Him... and with the spirit of love, we must renew our faith and dedicate our efforts to accomplish that ideal.

STANDARD OIL CO.

M.J. LEE, AGENT

LEE TIRE CO.

M.J. LEE, OWNER

Elba - 897-2990



May your Christmas be richly filled with the spiritual blessings that come as our thoughts turn to a Holy Night when herald angels sang in triumphant joy, and a Star shown with radiance that endures eternally.

May you find, in the miracle of the manger, a deep Christmas happiness and contentment that surpasses all others.

FRED DONALDSON  
TAX ASSESSOR

GLADYS CLARK  
CLERK OF CIRCUIT COURT

ERIS PAUL  
CIRCUIT JUDGE

JAMES L. SAWYER  
TAX COLLECTOR

LEWEY STEPHENS  
DISTRICT ATTORNEY

J. O. ENGLISH  
PROBATE JUDGE



SANTA CAME TO TOWN SATURDAY

### Brewer Announces A Reward In Hit - Run

Governor Albert Brewer has offered a state reward in connection with the death of an Elba woman. Coffee County officials notified the Governor that 73-year-old Mrs. Willie Wash was struck and killed in a hit-and-run accident as she walked along a road

Governor Brewer offered a reward of \$400,000 for information leading to the arrest and conviction of the unknown party or parties responsible for Mrs. Wash's death.

The reward was granted on request of Coffee County District Attorney Lewey Stephens Jr.

May God reward you and yours.

The Anne D. Martin Family  
12/26/Itc.

May you enjoy Christmas as much as we have enjoyed the opportunity to serve you. Our hearty thanks!

**GREETINGS**  
ENTERPRISE SALES & SERVICE

Holiday Greetings from English G.M.C. & Well Drilling Service

PHONE 897-2251

### Carol Proctor To Appear In New York

Through the cooperation of Alabama's poultry industry, children in New York City who have never seen a live chicken will have their chance during the city's annual Pet and Farm Animal Show in New York Coliseum December 28 - January 5.

James F. Fleming, Executive Vice President of Alabama Poultry Industry Association, said his group has been requested to help prepare the exhibit of Poultry and Egg National Board for the New York event. Alabama's portion of the exhibit will be the showing of live hens in cages similar to those found on many Alabama egg farms. On hand to greet the visitors to the show will be the state's Poultry Queen, Linda Carole Proctor of Elba. A senior at Auburn University, the poultry queen will assist the staff of Poultry and Egg National Board in distributing educational materials, facts about eggs and coloring books for the children.

### "Jesus"

"Jesus ahantohia!" These words of joy and exultation come from Canada's first Christmas carol. If they seem somewhat incomprehensible, the explanation is simple. They are written in the language of the Huron Indians. The meaning is, "Jesus is born!" The carol of the Huron nation was written by Father Jean Brebeuf, Jesuit missionary who came to the land of the Hurons in 1638. Father Brebeuf worked with the Hurons in the Canadian wilderness for 23 years, helping them and composing for them a poem in their own language. Then, during an attack by the Iroquois, he was captured and tortured to death. In his martyrdom, his words live on, for the Hurons remembered their carol, "Jesus ahantohia!"



### BRAINSTORMS

With Ferrin Cox

There is a law in the City Code that forbids popping of all kinds of fire crackers. The councilmen recently discussed a special provision in this law that allows the mayor to suspend this law for certain periods of time. The next day in a conversation with several people we voiced our opinion on this matter. We felt the law should not be changed because someone might use this as an excuse to break even the state law. Our opinion was to not change the law but also don't try to arrest every child popping small fire-crackers. Then we added that we couldn't explain this opinion and one we have about enforcing all the laws in the book. Raymond Tatum had an answer for this. However, he agreed that we think like the average American... enforce all the laws except...

With all the talk about parking in downtown Elba it is easy to assume that there is no place to park in downtown. Actually, if a quick check during the Christmas rush Saturday is an indicator, there is parking even though it may not be where we want it. This check was prompted by the large number of cars and trucks parked illegally Saturday afternoon. There were cars and trucks (including the Rescue Squad on unofficial business) parked in the middle of the street, on the grass and in no parking zones, yet we actually counted seven empty legal parking spaces on the square.

On November 14th we growled at local citizens doing their shopping in Dothan or Montgomery. We doubt seriously if our "bad mouthing" really made a big dent in those guilty citizens. One result, however, has been realized. We notice an uneasy reaction among our friends when they tell of buying Christmas on the big city. Maybe this uneasiness will in time lead some of them back to Coffee County merchants and that could in turn influence others, as we all have some effect on our neighbors, whatever our status in society.

Dorsey Trailers fed 45 local fire department and law enforcement officers a steak supper last Tuesday night. In discussing this with Personnel Manager, Olen Bailey, on Monday, we received an invitation to join the eating group. This invitation was declined and not because we are above accepting a free steak supper. The feed is an annual event to show appreciation for invaluable services rendered throughout the year. These services are often rendered when we are home snug in our bed, late at night. We refuse to cheapen the spirit of the rather expensive gesture or to indicate that we take their services lightly. We honestly felt unworthy of eating a free meal with them under the spirit it was intended and we hope carried out.

There will be at least one new business in Elba soon after the new year begins. No public announcements have been made yet, but there is strong rumor in town about a new retail store for downtown Elba.



NEWLY ORGANIZED COFFEE COUNTY COUNCIL 4-H Directors elect officers. Mrs. Bob Perry of Kinston serves as president of the 4-H Directors. Other officers elected are, from left to right, Song Leader Polly Ann Patterson of Kinston, vice president Dorothy Sumblin of Kinston, Reporter Dorothy Olsen of Enterprise, and Recreation Leader Jim Huey of Enterprise. Not shown is Secretary-Treasurer Betty Lewis of Enterprise.

### 4-H Council Directors Organize

Four - H Club work in Coffee County is on the move. The organization of the Coffee County 4-H Council Directors will give a big boost to the 4-H club program. Coffee County has almost 8000 boys and girls of the ages 9 through 19 of which 1395 are enrolled in 4-H clubs. The Council of 4-H Di-

rectors are made up of delegates who attended the 4-H leader Forum and other interested adults. At a recent meeting a constitution was drawn up and the following officers elected: President - Mrs. Bob Perry, Kinston; Vice-president - Mrs. Dorothy Sumblin, Kinston; Secretary-Treasurer - Mrs. Betty Lewis, Enterprise; Song Leader - Mrs. Polly Patterson, Kinston; Recreation Leader - Jim Huey, Enterprise; and Recorder - Mrs. Dorothy Olsen, Enterprise.

The objectives of the Council of 4-H Directors are to increase the number of leader directed 4-H clubs, to recruit and train potential 4-H leaders, to expand the present 4-H program, to reach underprivileged youth, to meet special interest needs, to better inform the public of the 4-H program, to make contact with prospective 4-H members, and to promote creativity and originality in youth development.

To many people the concept of 4-H is "horses, logs, heifers, and hay." Today, however, the 4-H program, with its emphasis on developing citizenship and leadership in youth, is expanding to meet the needs of suburban and inner city youth as well as continuing its excellent program for rural youth.



FROSTY MORN  
CARLTON LARKINS, Manager



MERRY CHRISTMAS  
Warm and sincere greetings, from all of us to all of you, and many thanks, too.

ELBA DRUGS

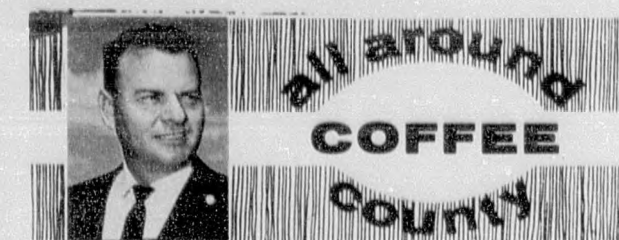
### GREETINGS

In the true spirit of the season, we wish you all the "old-fashioned" joys of the holidays... the ever-new delights of good friends around you, good times and good cheer, and the gladness of exchanging gifts and greetings. And, in a spirit of sincere gratitude, we wish to extend our thanks for your favors and friendly good will.

### CITY OF ELBA

JACK BRUNSON, Mayor  
MACE COOK  
CLEO HAWKINS  
DONNIE MORROW  
CHARLES JACOBS  
SAM SAWYER





By Tom Casaday, County Extension Chairman

**GUN SAFETY**  
Santa Claus will probably be bringing some guns to dozens of Coffee County boys and girls. If you can't come by, call us and we will mail you a copy.

booklet, there is a good possibility that you will be able to save some money on your 1968 taxes. If you can't come by, call us and we will mail you a copy.

RECREATION STUDY  
I met with Robert Clark, our specialist in recreation at Auburn University, and G. L. Edwards, the soil conservationist, and some other people Friday to review recreational possibilities in Coffee County.

On shrubs around the house that are becoming poorly shaped, certain pruning methods should be used. For example, on shrubs that are top heavy it will pay to prune certain branches down near the ground so that new growth will come out in that area to fill in properly. A lot of people simply clip the tops back only and this causes the plants to become extremely top heavy and unsightly. If you have specific questions, get in touch with us.

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"Many tombstones are carved by chiseling in traffic."

**Big Tax Take Would Run U. S. Government 34 Days**  
How long do you think the Federal government could operate if it were to tax—at 100 percent—all taxable income in excess of \$50,000 on an individual's return (excluding capital gains)? The answer, says the Tax Foundation is: 18 days, or what the \$700 million in added revenue obtained by such a drastic levy would buy in day-to-day Federal government.

**FEDERAL LAND BANK LOANS**  
FOR ALL AGRICULTURAL PURPOSES  
Education or Family Needs — Timber and Part-Time Loans And Other Farm Needs!  
INTEREST 6 3/4% - LONG TERMS  
See James S. Pridgen, Jr., Manager  
**Federal Land Bank Association Of Enterprise**  
Corner of Lee & Edwards, Enterprise, Ala., Ph. 347-2581  
City Hall Building, Elba, Alabama  
Tuesdays: 10:00 a.m. to 12:00 noon

**Shop- WEST BROS.**  
**Dec. 26<sup>th</sup>**  
**WESTGATE SHOPPING CENTER**  
ENTERPRISE, ALABAMA  
**SHOP & SAVE!!**



**DEC. 26 - 31, 1968**  
QUANTITY PRICES EFFECTIVE

PEACHES 2	NO. 2 CANS	69¢
MIX 2	2 LB. BOXES	89¢
SALMON	NO. 1 TALL CAN	69¢
NAPKINS 4	200 COUNT BOXES	99¢
TISSUE 4	4 ROLL PKGS.	99¢
SYRUP	NO. 5 JAR	49¢
JUICE 3	46 OZ. CANS	\$1.00
CATSUP 3	14 OZ. BOTTLES	69¢
TOMATOES 5	NO. 303 CANS	\$1.00
CHILI 3	15 OZ. CANS	99¢

YOUR PLEASURE IS OUR POLICY!

DISCOUNT SPECIAL! CHOICE OF GRINDS YELLOW ROSE

**COFFEE**

LIMIT... One Can With \$7.00 Or More Piggly Wiggly Purchase

**FLOUR**

Your Choice Of Plain Or Self-Rising At Piggly Wiggly

DISCOUNT PRICES on all Health and Beauty Aids!

**PRELL** 74¢COMPARE AT \$1.00  
EX. LARGE BOTTLE ROLL-ON DEODORANT**SECRET** 74¢COMPARE AT \$1.00  
REG. OR MINT FLAVOR CREST**TOOTH PASTE** 68¢EX. LGF. TUBE  
VITALIS**HAIR TONIC** \$1.087 OZ. BOTTLE  
FOR EXTRACTORY SKIN**PACQUIN LOTION** 64¢10 OZ. BOTTLE  
SWEETENED**STEW** 49¢24 OZ. CAN  
DISCOUNT SPECIAL! FAKOUS HALF GALLON PLASTIC JUG**CLOROX BLEACH** 29¢

CLOROX CLEANS, BLEACHES AND DISINFECTS!

Buy Famous Name Brand Bonus Gift Products And Save Twice By Redeeming Bonus Gift Coupons

Look For This Symbol!



**Happy New Year! 1969**  
**DISCOUNT SPECIAL**  
**Hickory Smoked Hog**  
**JOWL** 19¢  
... LB. ...

ENJOY HICKORY SMOKED HOG JOWL AND BLACKEYE PEAS FOR NEW YEAR'S "GOOD LUCK" DISH. IT'S AN OLD AMERICAN TRADITION!

**DISCOUNT SPECIAL**  
**China Doll Blackeye**  
**PEAS** 10¢  
12 Ounce Package

1 lb. can **48¢**  
lb. bag **79¢**

**DISCOUNT SPECIAL!**  
**DOMINO GRANULATED**  
**SUGAR** 97¢  
10 lb. bag  
LIMIT... One Bag With \$7.00 Or More Purchase

**DISCOUNT SPECIAL! PIGGLY WIGGLY**  
**EXTRA BONUS**  
**100 S&H STAMPS**  
With \$7.50 Or More Purchase  
(Good Through Dec. 31)  
Please Present This Coupon  
SPECIAL COUPON VALUE

**PIGGLY WIGGLY BLUE RIBBON BEEF**  
**SHOULDER ROUND**  
**RIB STEAK** 88¢  
lb.

BLUE RIBBON BEEF BLADE CUT.	LB.	48¢
CHUCK ROAST	LB.	58¢
BLUE RIBBON BEEF CENTER CUT	LB.	78¢
CHUCK ROAST	LB.	68¢
BLUE RIBBON BEEF	LB.	78¢
SHOULDER ROAST	LB.	78¢
CHUCK STEAK	LB.	78¢
FRESH LEAN BEEF	LB.	78¢
BONELESS STEW	LB.	78¢
FRESH MEATY BEEF	LB.	38¢
BRISKET STEW	LB.	38¢

**50¢ FREE!**  
**FRESH LEAN GROUND BEEF**  
3 POUND PACKAGE



**BONUS SPECIAL**  
**FRESH GREEN**  
**CABBAGE** 7¢  
LB. FOR

**FRESH SWEET POTATOES** 10¢  
**YELLOW TASTY ONIONS 3** 29¢  
**THE VERI-BEST PRODUCE**

**DISCOUNT SPECIAL! MCKENZIE**  
**FROZEN CHOPPED**  
**TURNIPS** 10¢  
10 OUNCE PACKAGE  
FLYING JIB  
FROZEN SHRIMP 16 OZ. PKG. \$1.09  
SUZANNA'S FROZEN CHOPPED SIRLOIN 4 5 OZ. PK. \$1.00  
YELLOW ROSE  
MARGARINE 1 LB. CTN. 35¢  
BORDEN AMERICAN  
SLICE CHEESE 12 OZ. PKG. 65¢  
**DISCOUNT SPECIAL! PILLBURY**  
**BISCUITS** 35¢  
8 OZ. CANS  
COUNTRY STYLE, BUTTERMILK, EX. LIGHT

**PIGGLY WIGGLY**  
**EXTRA BONUS**  
**100 S&H STAMPS**  
With \$7.50 Or More Purchase  
(Good Through Dec. 31)  
Please Present This Coupon  
SPECIAL COUPON VALUE

**COFFEE NEWS & CHAT**  
BY: SARA E. HUTCHINSON

**SHRUBS**  
December is generally an ideal time to put in new shrub plantings or make additions to your existing plantings. Planting shrubs and trees at this time of year helps them get off to a good start. Even though stems and leaves don't grow during the winter, new roots will form and be ready to function next spring. Shrubs and trees will then be more able to grow and withstand the rigors of late spring and summer temperatures and fluctuating soil moisture conditions. Another excellent reason for planting now, is that the shrubs and trees are fresh since they are just now arriving at garden centers and nurseries. You will also have a much wider choice and greater selection.

**DAON**  
Bacon may not be as economical as it appears at the meat counter. By the time it reaches your breakfast table, the bacon that seemed to be a better buy than sausage or ham has shrunk as much as 68 percent during cooking. Bacon priced at 50 cents a pound cost after shrinkage about ten cents per one-ounce serving, while ham at 60 cents a pound costs about seven and one-half cents.

**POINSETTIAS**  
Many will be receiving the beautiful poinsettias this Christmas. I know that if you receive a plant you will want to keep it in tip-top condition. A friend of mine, Julia Dorsett, reminded me that these plants should not be left in a draft, or in direct sunlight. The temperatures should be around 58 degrees to 70 degrees. Julia also said that the foliage should be sprayed daily and the soil always moist.

**GIFT IDEAS**  
Have you run out of Christmas gift ideas? Nearly anyone would like a see-through umbrella. A senior citizen might appreciate a non-skid rug or a night light. And most motorists would value a fire extinguisher or a battery powered warning lantern for night road emergencies. Gifts of safety express concern for the well-being of friends and family. And, such thoughts are certainly in keeping with the real spirit of this season.

**CANDLES**  
While watching my neighbor, Carolyn Strickland, make a table centerpiece, I noticed she re-



Christmas is a time for family and friends... for exchanging gifts and greetings... for a spirit glowing with good will. May we express our thanks, with best wishes for a happy holiday.

**The Jewel Box & Employees**  
Telephone 897-2296

**Warding Off Witches**  
**Led to Candy Canes**

One of the most popular symbols of the Christmas holidays, candy canes, began with an old superstition during the Middle Ages. Europeans of that period carried glass canes filled with colored candies to distract evil witches.

**Times Have Changed But Shepherds Still Watch Over Sheep At Night**  
Sheep and sheepherding are by night and, probably, look closely linked with the Christmas story, and they also serve as a symbol of the kindness and loving care that was part of Christ's message to mankind. There are some differences for instance, the sheepherder on the Western ranges of the U.S. has changed the shepherd's robes for levis, and reason known only to the sheep, night is the time they are most likely to decide to roam to faraway places. In the parable of the lost sheep, if he loses one of them, doth not leave the ninety and nine in the wilderness, and go after that, which part of the flock has strayed, is lost until he finds it? (Luke 15:4).



(Editor's Note: The following editorial appeared in the New York Sun in 1897 in response to a letter from Virginia O'Hanlon, then eight years old. She wrote the editor of the New York Sun: "Dear Editor: Some of my little friends say there is no Santa Claus. Papa says, 'If you see it in the Sun it's so.' Please tell me the truth, is there a Santa Claus?")

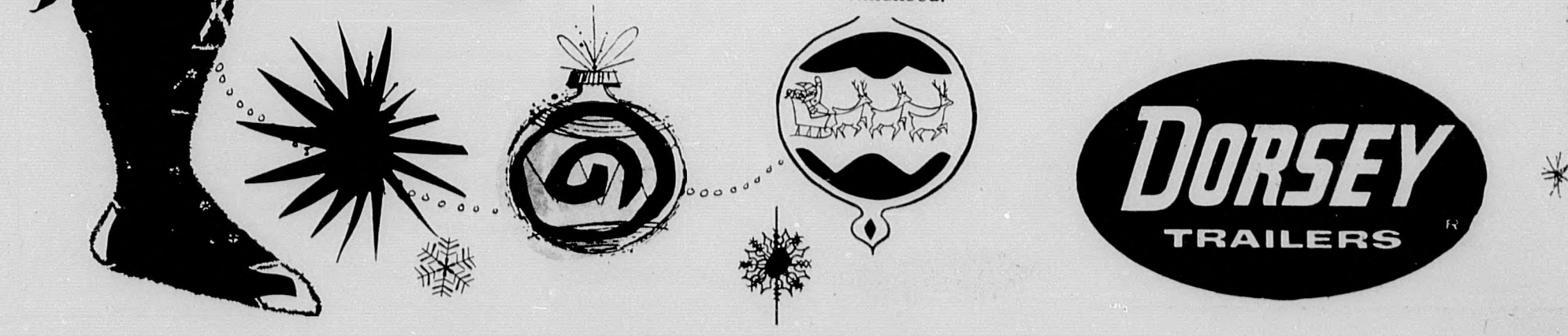
Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except what they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth, and knowledge.

Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Virginias. There would be no child-like faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus but, even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else more real and abiding.

No Santa Claus! Thank God! he lives, and he lives forever. A thousand years from now, he will continue to make glad the heart of childhood."



**DORSEY TRAILERS**



## MERRY CHRISTMAS and HAPPY NEW YEAR!

Dear Friends:

Being able to say "Thank You" to good friends and customers is one of the nicest things about being in business.

It has been a privilege and a pleasure to serve you this past year and we are looking forward to serving you better in 1969 Merry Christmas and Happy New Year.

Sincerely,

Cliff and O. B. Kersey,  
And The Entire Staff

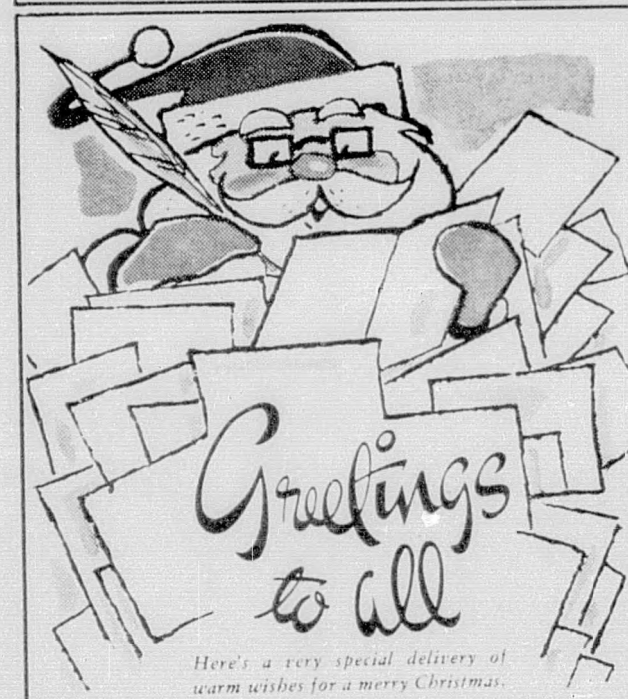
**Kersey's Bonded  
Termite Co.**



We've good wishes galore for everyone on Christmas! And if our wishes come true, you'll enjoy the merriest holiday season ever.

Paul's Cafe

Mr. & Mrs. Charlie Parrish Telephone 897-2774



Here's a very special delivery of warm wishes for a merry Christmas.

**Elba Small Motors**  
Joe & Lorraine Martin  
Telephone 897-2887



For a Merry Christmas!

**J.C. STEWART  
STANDARD STATION**

Elba, Alabama

## Yule Cards Create New U.S. Industry

A new industry was born when the first regularly published American Christmas cards were introduced in 1875 by Louis Prang, the grandfather of all American greeting cards.

Thirty-two years earlier, John Calcott Horsley, R. A., painter and illustrator, designed the first known Christmas cards for his friend Sir Henry Cole, the inaugural and first director of the Victoria and Albert Museum in London, England.

While no authenticated "first" American Christmas card has been discovered, some historians believe that R. H. Peace, a lithographer of Albany, New York may have pioneered the first American Yuletide greeting which he lithographed about 1845. The card included a "commercial" by extending a "Merry Christmas and a Happy New Year" from "Peace's Great Variety Store—in The Temple of Fancy."

Prang, a skilled printer from Germany, arrived in Boston in 1850 and opened a small lithographing shop where he specialized in delicately-tinted flower prints.

By 1870, he was well established in Roxbury, Mass., where his reproductions of oil paintings were so finely executed that he enjoyed a sizable business in England in competition with leading publishers there.

A woman employee in his London office suggested that he print "Merry Christmas" on some of his floral prints. By 1874, he had developed a good British Christmas card trade, and hence felt encouraged to offer his cards to the American public in 1875.

## There Was Talk About Yule Toast

"Who sent the first Christmas card?" is a question for which, it seems likely, a completely accurate and satisfactory answer may never be found. Probably, the earliest cards were do-it-yourself projects—handwritten holiday greetings on hand-decorated notepaper.

Popular claimant for "first Christmas card" honors is the Cole-Horsley card, designed in Britain in 1843 by John Calcott Horsley, an artist, for Sir Henry Cole, director of the Victoria and Albert Museum.

Since the card showed a family group toasting the holiday with glasses of wine, the card supposedly stirred criticism by temperance adherents even though the card also depicted "clothing the needy" and "feeding the hungry." However, another story has it that Sir Henry gained his knighthood as the result of the acclaim he received for sending the first Christmas card.

## Bells, Bells, Bells

Through the ages bells have served many purposes—announcing the approach of vehicles, for instance, or signaling the beginning of curfew. Early associated with churches, by medieval times, the peeling of the bells had come to signify the entrance of the Christmas season.

An early custom was the tolling of church bells on Christmas Eve, during the hour before midnight. The tolling announced the death of Satan, and at midnight evensong bells told of the birth of Christ.

In England, where bellringing is an honored, family-taught art, the tuneful bells ring out at seven-thirty on Christmas morning.

It takes years of training and practice to learn the ringing of complex "changes," as the different chants and total combinations are called.



NEW OFFICERS OF ELBA 4th grade 4-H Club, section A and B, are shown receiving instructions concerning officers' duties from president Connie Carpenter, seated. Pictured left to right are Leigh Beck, game leader; Kay Bryan, reporter; Billie Simmons, vice-president; Michele McGuire, game leader; Susie Powell, song leader; Chris Tatum, devotional leader; Kim King, song leader; and Melanie Ennis, secretary.



Peace  
and Happiness

As the Star shone on the Babe of Bethlehem, so may the peace and promise of His wondrous message shine brightly on you and yours, this Christmastide, bringing happiness in abundance.

**LINDSEY  
APPLIANCE & FURNITURE COMPANY**  
Telephone 897-2389



Christmas Joy

In the Madonna and Child, mankind sees an ever-present symbol of the love of God, the glory of Christmas. May joy be yours at this holy, happy time.

**Jacob's Motor Co.**

Elba - Telephone 897-2036

Salesman: Edlow Oglesby



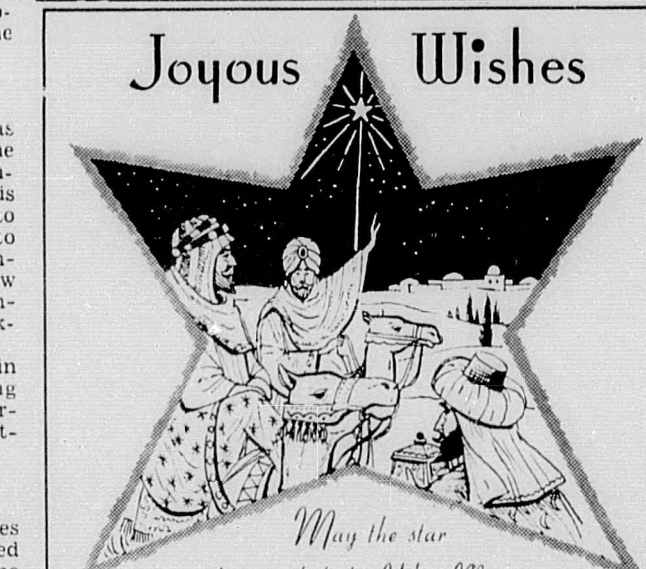
**Economy  
Dry Goods**  
Telephone 897-2050



Christmas Greetings

As we greet the Christmas season, it is with deepest gratitude that we thank our friends for their kind support during the past year.

**C.O. Miller & Sons**  
Telephone 897-2851



May the star  
that guided the Wise Men to  
Christmas joy and peace ever shine  
for you and yours in all days to come.

**Pure Oil Service Station**  
CHARLES COX 897-2414



We greet you with the wish that, for all of us, the meaning of Christmas may be ever deeper, its hopes brighter, its blessings greater.

**Southern Leasing Service Inc.**  
P.O. Box 496 - Elba



ZION CHAPEL SENIOR 4-H Club boys elect officers. James Turner, seated, was elected president. Other 4-H officers elected are, front row, left to right, Jimmy Hutchinson, Larry Churchwell, James Turner, Mike Jacobs, back row, Ray Wilson, Wendell Black, Bill Cotton, Johnny Wilson, and Rex Hughes. Mr. Nelson Whitehurst serves as local leader.



OFFICERS OF THE ZION CHAPEL 5th and 6th grade 4-H Club make plans for the year's work in 4-H Club. Seated is President Eddie Brown. Other officers are, standing, left to right, Wade Johnson, Johnny Brooks, Eddie Brown, Ted Smart, back row, James Johnson, Keith Fuller, Sam Turner, Melvin Arnold, and Jeff Kelley. Norman Green serves as local leader for this club.



Choose Toys To Suit  
Child, Not Yourself

Buy toys for the child, not for yourself, toy manufacturers say. Elliot Handler, president of a leading toy firm has this to say: Toys are a child's world; a private little existence in which parents or other adults are often unwelcome. If a toy must be operated by a parent, it loses considerable play value to the child. His imaginary play world will lose much of its appeal if a parent must be on hand constantly to spell out the rules and instructions, or to set it up.

Toys are fun, but the right toy is even more fun, and just as easy to choose.

ANTIQUE TOYS... The "raggedy Ann" of yesterday's Christmas has been replaced by the "Chatty Kathy" or "Barbie" and "Ken" in today's department stores. In their antique toy collection, Lieutenant Colonel and Mrs. Dick Grube of Ft. Rucker, possess dolls that don't talk or cry, but were "something to love" for little girls of the Depression period. The dolls around the bed are filled with sawdust, and feature hisque heads and human hair. The boy doll at front center is a Teddy Roosevelt doll, complete with campaign hat and riding pants. At left are the famous comic strip characters, Mutt and Jeff dolls, with fully jointed bodies.



And From Us: MERRY CHRISTMAS  
Vaughan & Company

Telephone 897-2705

## Ammunition Dealers Need Special License

Anyone who sales fire-arms ammunition on or after December 16 must be licensed by the Internal Revenue Service under provisions of the Gun Control Act of 1968. Previously, dealers in shotgun and .22 caliber ammunition were not required to have licenses.

Application Forms for license to sell ammunition are available at local IRS offices. The annual fee is \$10.

The IRS said anyone with sportsmen and hunters sell firearms and ammunition may continue to do, dealers may not make sales

Business under this license until it expires. Then it must be renewed in compliance with the new law. Many businessmen will be required to obtain a Federal license to sell ammunition for the first time.

For example, under the new gun law, businesses such as food and general merchandise stores, gas stations and hardware stores who stock ammunition as a convenience to

must now be licensed. IRS said ammunition dealers may not make sales

on or after December 16 without a valid license. However, dealers may continue to sell provided an application has been made for such a license. Besides the license requirement, the new gun law also establishes controls on the sales of firearms and ammunition. No one under the age of 18 may be sold firearms or ammunition of any type and a person has to be 21 to buy pistols, revolvers or ammunition for them.

When Organ Broke

"Silent Night" was first sung at Christmas 1818.

The church organ in an Austrian village had broken down—impaired by mice, so the story goes. Father Joseph Mohr wrote the poem and his organist, Franz Gruber, composed the music.

**If You Are Not  
At  
WEST BROS.  
Dec. 26<sup>th</sup>  
WESTGATE SHOPPING CENTER  
ENTERPRISE ALABAMA  
You Will Be The Loser!**

## Merry Christmas from Alabama Electric



**Alabama Electric  
Cooperative, Inc.**

Generating & Transmitting Electrical Power to South Alabama Cooperatives, Towns, Industries

## Merry Christmas AND HAPPY NEW YEAR

FROM  
THE BAKERS OF THAT GOOD COLONIAL BREAD





## Early Paintings Tell the Christmas Story

From earliest times, artists found in the story of the Nativity and the events surrounding it, a source of inspiration and a challenge to their talents. The Madonna and Child, the Holy Family, the Magi, the manger scene — these are the subjects that have engendered some of the world's most famous paintings.

And, as students of both art and history know, such paintings not only portray a scene, they also tell something of the times in which they were painted.

As the Middle Ages drew to a close and the Renaissance dawned, new light was spreading over the world. Mid-15th-century artists were turning from theories of painting which depicted more stylized poses and ornate detail-ings of humble peasants adoring the Christ Child, true-to-life stable animals and even blacksmiths working in the background of the manger.

In "Adoration of the Magi," a painting by Giovanni di Paolo which is now in the National Gallery of Art in Washington, D. C., the Three Kings are depicted in an elaborate, decorative style. The background of the painting, however, shows a more lifelike interpretation. The landscape of fields dotted with crops, crisscrossed with roads and bathed in sunlight is refreshing — and a treatment new to the times.

Another "Adoration of the Magi" at the National Gallery is even more indicative of a world in transition. This tondo (circular) painting was begun by one artist, Fra Angelico, and finished by another, Fra Filippo Lippi. The principal part of the painting, attributed to Fra Angelico, has an idealized, other-worldly atmosphere.

Realism appears in the solid, substantial figures of the foreground — typical Renaissance forms, the work of Fra Filippo. Both of these "Adorations" were painted in tempera on wood. Tempera, a mixture of pigments and dyes with egg yolk to produce a dull finish on a surface prepared with egg white for adhesion, was a common medium for medieval Italian artists.

In "The Nativity," also in the National Gallery, the Finnish artist Petrus Christus used oil paints on wood, thus marking another advance of the early Renaissance. Flemish artists were the first to use oil extensively in painting; formerly, it had been used only in glazes for tempera paintings.

A study of "The Nativity" shows that the figures of Petrus' painting are very natural and realistic. Joseph is an ordinary Flemish peasant, the Christ Child a lifelike newborn baby. Space perspective, too, begins to show a more realistic treatment.

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Realism appears in the solid, substantial figures of the foreground — typical Renaissance forms, the work of Fra Filippo. Both of these "Adorations" were painted in tempera on wood. Tempera, a mixture of pigments and dyes with egg yolk to produce a dull finish on a surface prepared with egg white for adhesion, was a common medium for medieval Italian artists.

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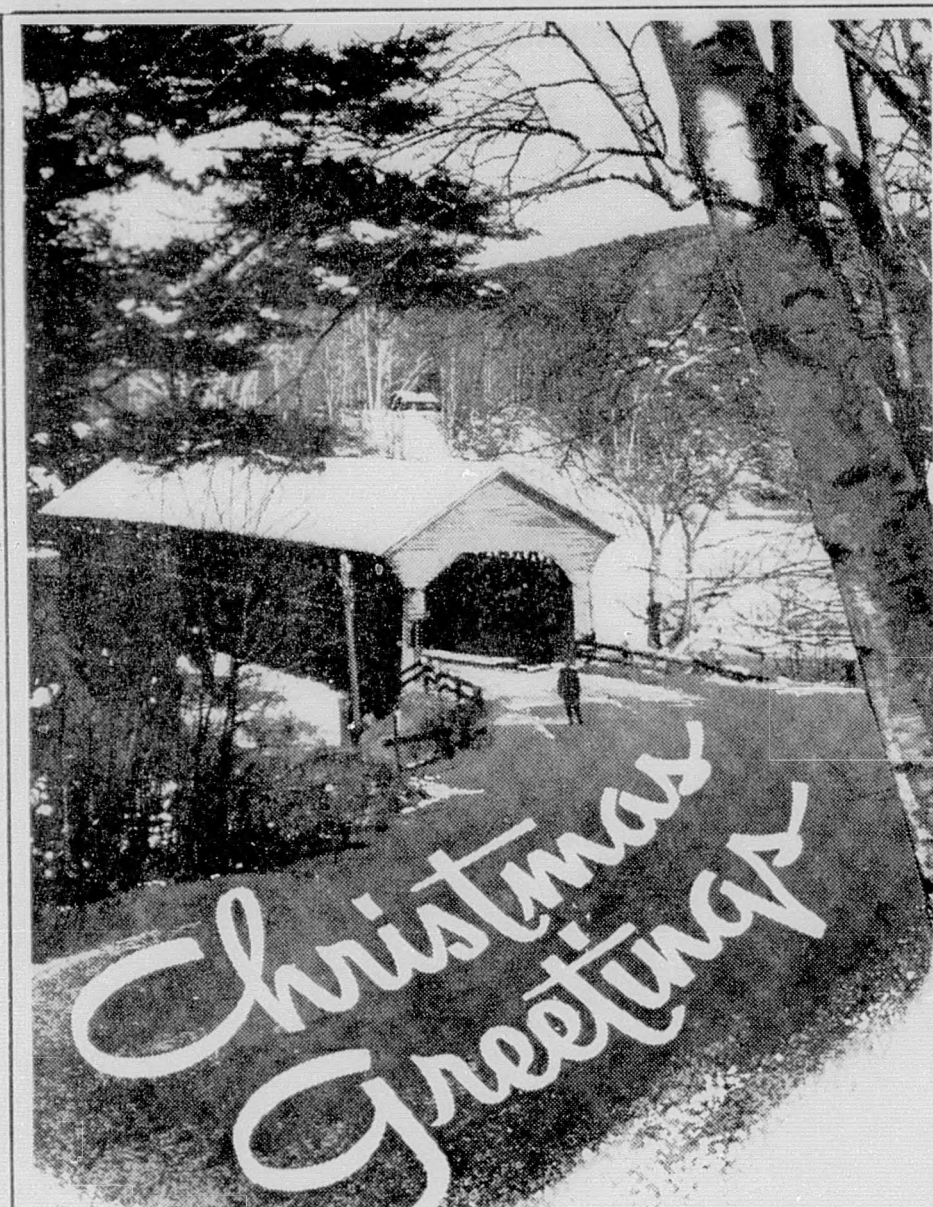
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**MARTIN'S**

Telephone 897-2236



Christmas is a tranquil snowy scene and brightly-wrapped gifts... it is a time of hope and rejoicing for the many things it is our privilege to possess. We wish you an "old-fashioned" Christmas, filled with love and good cheer, and the deep satisfaction of friendships renewed. Happy Holidays!

From All Of Us To All Of You

**BANK OF KINSTON**



Have plenty of Coca-Cola on hand when friends drop in unexpectedly



**BOTTLING CO.**

DOTHAN, ALABAMA



may you have  
the gladness of Christmas which is hope  
the spirit of Christmas which is love  
the heart of Christmas  
which is peace

**COVINGTON  
ELECTRIC COOPERATIVE INC.**

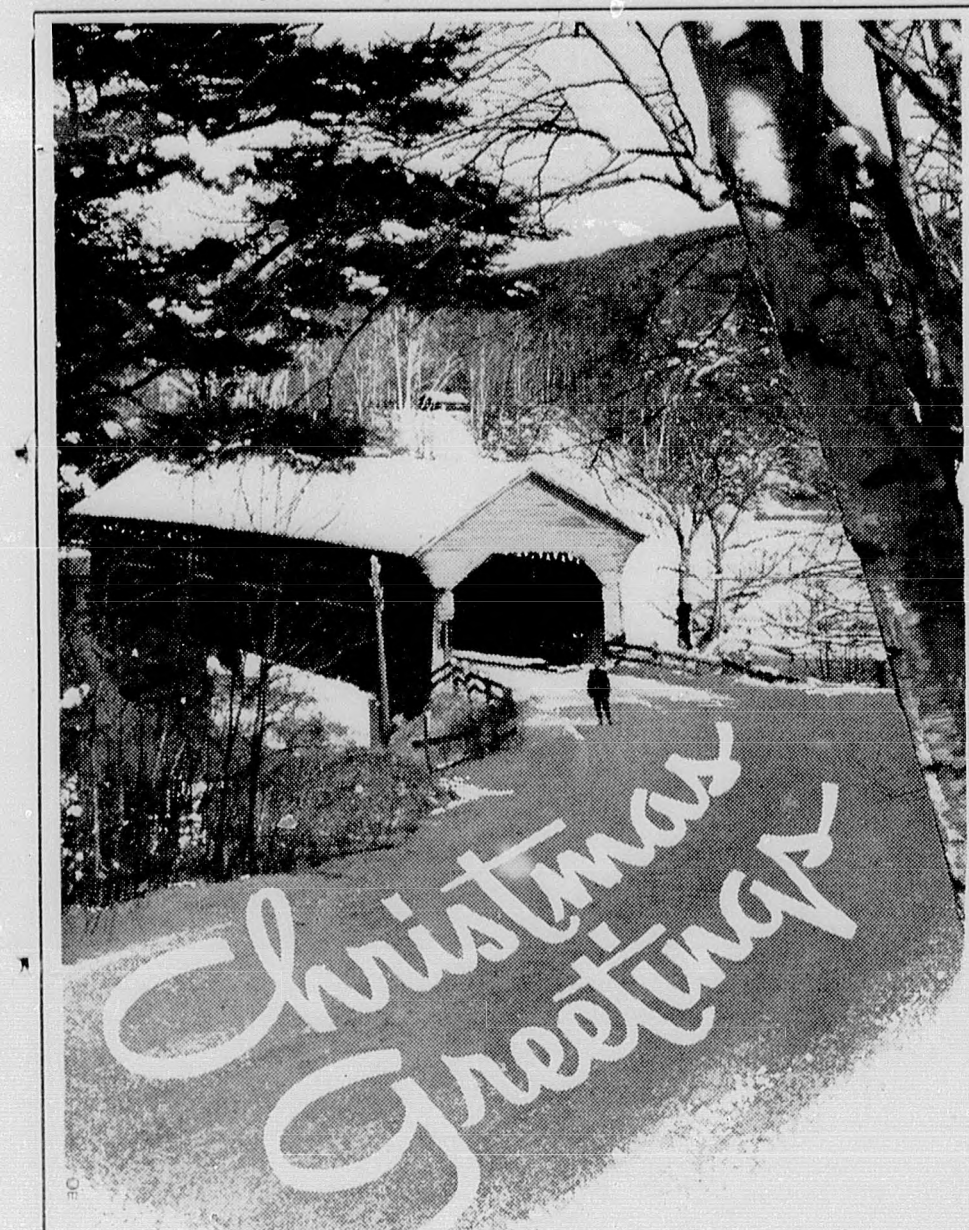
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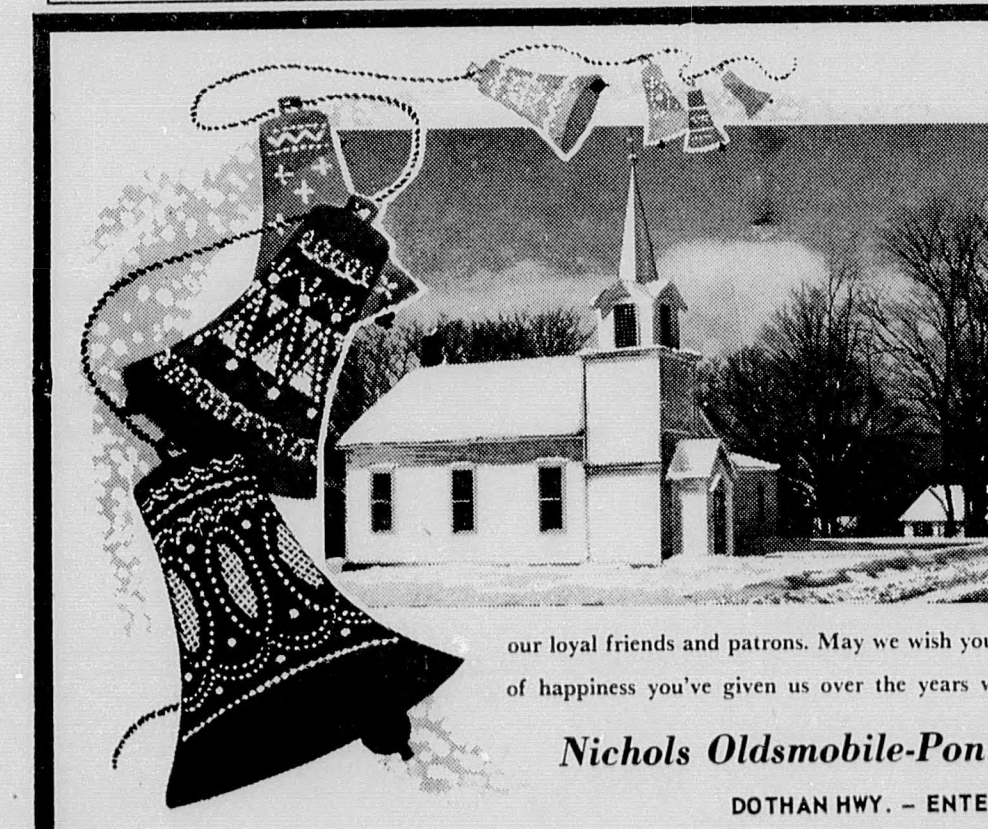
THE NEWLY ELECTED OFFICER . . . of Zion Chapel 5th and 6th grade 4-H Club are shown as they review their new yearbook. Standing left to right are Teresa Wilson, Chelita Brunson, Sue Smith, Terri Wilson, Lynn Lambert, Rhonda Smart, and Anita Spear. Seated are Sharon Jacobs and Karen Green.



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**Yancey Parker's**  
Store For Men & Boys

121 South Main  
ENTERPRISE



our loyal friends and patrons. May we wish you the same generous measure of happiness you've given us over the years with your valued patronage.

**Nichols Oldsmobile-Pontiac-Buick Inc.**

DOTHAN HWY. - ENTERPRISE  
Telephone 347-2266

## Cards Came Late in Yule Traditions

Many of today's Christmas traditions began somewhere in the dim past, but the practice of exchanging greeting cards is just a little over a century old.

In 1848 William May Egley, a "starving" young English artist, came up with the idea of designing a Christmas card and reproducing it on pieces of pasteboard for the public to buy.

Egley's card showed a family Christmas dinner, formal dance, skating, carolers, almsgiving, a Punch and Judy show and other aspects of a celebration resembling the one in Charles Dickens' "The Christmas Carol," published a few years previously. Unfortunately, Egley's friends were not enthusiastic about his idea.

New Year's Apology  
The "daddy" of all holiday cards was designed and etched in 1812 by J. A. Boerner, a young Londoner, who wanted to apologize to friends for his failure to pay a New Year's Day visit. Mr. Boerner's card made it clear he was tied to his home by depicting him with his coat caught in the locked doorway of his house.

In 1843, Sir Henry Cole, a busy English "missionary" of culture, hit upon the idea of sending out little missives at Christmas. John Calcott Horsley of the Royal Academy, famous for his campaign against nude art, designed the cards and Sir Henry sent out 1000 to friends.

It wasn't until the early 1860's that cards were issued for general distribution by a large English publishing company.

Christmas greetings were introduced into the United States by the Marcus Card company of London. They became popular immediately, and in 1874 Louis Prang, a German immigrant, started a Christmas card business at Roxbury, Mass.

Custom Lost Fashion  
At the turn of the century, he ceased publishing rather than compete with imports flooding the market. For the next decade or so the custom of exchanging cards fell out of fashion.

Only after World War One did American manufacturers begin to achieve success in the card business. Then inexpensive printing and lithographing processes brought Christmas cards within everyone's reach.

Despite its relatively recent start in this country, the custom has caught the fancy of the American public to the extent that it sends billions of Christmas cards every year, according to Mrs. Peggy Gilbert of Norcross, Inc.

### CAREFUL HOLIDAY

Christmas tree ornaments, particularly strings of small lights, are a potential holiday hazard. Children will sometimes chew up or even swallow a small bulb, with obvious results. Five lights of flimsy wiring or old strands that have been re-used for years, sometimes can be fire hazards.

Glass tree ornaments often shatter easily and sprinkle shivers around the room. Handle all ornaments and lights with care and keep the extras and discarded bulbs out of the reach of children.

**GLAD  
CHRISTMAS  
THINGS**

Bells ring out merrily for all

## MERRY CHRISTMAS TO ALL OF YOU



FROM ALL OF US at

**The PEOPLES BANK**

ELBA, ALABAMA



SOURCE. The President of the Alabama Library Association is Wayne Love, Houston County Library System, and the Director of the State Agency is Mrs. Elizabeth Parks Beamguard.



MEMBERS OF THE COFFEE COUNTY FARM BUREAU . . . talk over problems and opportunities with Representative Phil Smith of Talladega County. Smith spoke to a group of Farm Bureau officers, directors, and county directors recently. Shown left to right, Phillip Martin, President of Coffee County Farm Bureau, Smith, Jackie Sherrer, Bill Dismukes and Paul Wise.



UNIQUE CHRISTMAS TREE . . . Members of D. R. Wilson's fourth grade class at the Ft. Rucker, Elementary School gather round the "tissue paper" Christmas tree the class created. From left are Todd Marsdon, Billy Mullis, Mike Kelley, Bruce Midkiff and Mark Deering.

Klaus was amazed, and he was afraid too, closing his eyes and trembling. But the star was still there when he opened his eyes,

course, he didn't think he really could fly.) But when he started to run, his feet left the ground and he soared into the air! Over the mountains and rivers, a year, that magic night of long ago is repeated... as an old man, with flying reindeer, visit not one, but all the children in the world.

We wish you merriment and the many joys of giving and receiving, at this time of holiday seasons. May there be a Christmas to remember.

With our best wishes, we want to express our appreciation of your patronage and good will.

We sincerely hope that cordial relations will long continue.

**THE ELBA CLIPPER**

We sincerely hope that our cordial relations will long continue.

Ferrin Cox - Patsy Burch - Larry Woodham - Merle Woodham

PHONE 897-2827



*May you enjoy  
the season's splendor  
in the love of dear ones  
and the warmth of spiritual well-being*

**Whitman Drug Company**

PHONE 897-2407



# GREETINGS

Glad tidings to all and our warmest wishes for the happiest of holidays. Please accept our sincerest thanks for your friendliness and patronage this past year. It has been a pleasure to serve you.

## Hogg Appliances

New Brockton, Alabama

**PHONE: 894-5551**

The Zion Chapel 5th and 6th grade boys and girls 4-H Club met December 9, 1968. The meeting was called to order by Eddie Brown the president. We sang songs led by our song leaders Teresa Wilson, Karen Walker and Ricky Rushing. The devotion was read by Sammy Turner. We pledged to our flags led by Terri Wilson. The secretaries called the roll and read the minutes from the last meeting. The program "Pork Parade" was given by Mr. Presley and Miss Sanders. The meeting was adjourned by the president. We played a game led by our game leaders.

Reporter  
Anita Spear

The regular meeting of the New Brockton fourth grade girls 4-H club was held Dec. 13, 1968. The meeting was called to order by Wendol Jones, president. Devotion was given by Susan Howard, Lucy Hutto, Johnny Simmons and Danny Smith, the song leaders, the devotion was given by Peggy Taylor. Our vice president, Alice Howard, and Steve Pervis, led in the Pledge of Allegiance to the American Flag and the 4-H Pledge. The minutes were read by the secretary, Dorothy Pervis. Thirty-two of the 33 enrolled girl members were present.

The minutes were read and approved without correction. Then a demonstration, "Pork Parade," was given by our 4-H agents. The meeting was adjourned with the last regular meeting in January.

Debbie Farris  
Reporter

## The Old Timer

"The successful man is the one who matches his backbone to his wishbone."



**PRESIDENT PHILLIP McKINNEY** . . . seated, left, makes big plans for the Kinston 4th grade Boys' Club. Helping Phillip make these plans are front row, left to right, Max Farris, Dwight Harris, Trammel Perry, second row, Tim Hawthorne, Jackie Flemming, back row, Bobby Chamblee, Larry Taylor and Jeff Burkett. Mrs. Jack Snellgrove serves as local leader.

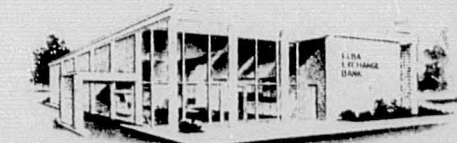
A black and white illustration of a church with a steeple, decorated with large bells and snowflakes, suggesting a winter or holiday theme. The church has a classical facade with columns and a pediment. The scene is set in a snowy landscape with a small evergreen tree on the left and a path leading to the church steps. The sky is filled with falling snowflakes and several large, stylized bells of various sizes.

# Greetings

As Christmas bells ring out the age-old message of peace on earth, good will to men... we chime in with our very best wishes for a holiday season rich in all the things your family holds dear. May the joy and happiness of Christmas echo in your hearts now and throughout all the days to come.

# ELBA EXCHANGE BANK

**WE INVITE YOUR BUSINESS**



**If You Are Not  
At  
WEST BROS.  
Dec. 26<sup>th</sup>  
WESTGATE SHOPPING CENTER  
ENTERPRISE, ALABAMA  
You Will Be The Loser!**



## Christmas Greetings



With grateful thanks to our friends for the pleasure and privilege of serving you.

**MURDOCK - RUSSELL**  
ENTERPRISE, ALABAMA



a joyful christmas

Let us lift up our voices and sing out glad tidings for all to hear, in the spirit of the first Christmas.

**ELBA CUSTOM MEATS**

## merry christmas!



Now is the season of deep delight as dear ones gather to celebrate the Christmas Holiday. May yours be a merry one!

**BAYLEY'S RESTAURANT**  
ENTERPRISE, ALABAMA

### Mr. Currier & Mr. Ives Little Venture in Art

Currier and Ives went out of business more than 80 years ago, but you'd never know it. Just as surely as Christmas falls on December 25, their unique craftsmanship turns up every year on millions of "Season's Greetings" cards.

Nathaniel Currier and James Merritt Ives were in the business of making pictures - simple, homey, unpretentious pictures for the people of their day. They printed thousands of them depicting the life and times of 19th Century America.

But even in their most optimistic moment, they hardly could have hoped that their nostalgic winter scenes would become almost symbolic of the spirit and sentimentality of the Christmas season - used to illustrate Christmas cards that go into millions of American homes every holiday season.

Greeting card manufacturers say their Currier and Ives selections are perennial best sellers. One of the largest says its Currier and Ives assortment always outsells other designs.

Time was when a Currier and Ives original sold for a few cents - maybe a quarter - just about what you'd pay for a Christmas card reprint today. Some of the better originals went as high as \$5. Today, a good Currier and Ives original can bring as much as several thousand dollars.

Nathaniel Currier, who founded the lithography company, suffered two business failures before a fire swept 13 acres of New York City in 1935 and helped him on the road to success.

While buildings still smoldered, Currier turned out thousands of lithographs entitled "Ruins of the Merchants' Exchange." They were snapped up quickly at street corners by eager buyers (photography still was "unborn") and Currier was well on the way to success and fortune.

He achieved greater fame in 1840 when he produced a lithograph of the sinking of the steamboat "The Lexington" in Long Island Sound which took more than 100 lives. The picture appeared in the New York Sun in what is believed to be the first illustrated "newspaper extra" in history. The "Sun Extra" was a sensation and Currier became a national institution almost overnight.

It wasn't until 1850 that James Ives joined Currier. Although he started as a bookkeeper, Ives had artistic ambitions, and legend has it that he did some of the drawings. He became Currier's partner in 1857.

While most of their prints were for general sale, Currier and Ives also made many to illustrate newspaper stories or for use as political cartoons. They have been called this country's first pictorial reporters.

Lithography actually wasn't an unknown art at the time, but Currier and Ives are believed to have employed some secret techniques, including a specially prepared ink. Some prints were lithographed in several colors but most were done in black on white and hand-colored later.

Production began with an artist's sketch copied with a special grease crayon onto a finely-ground slab of soft Bavarian slate. The stone was dipped in an acid bath which cut into the uncrayoned parts, leaving a raised surface to be printed. Prints from the etched stone then were produced on a hand press.

To complete the job, a 12-girl production line hand-painted the prints. On busy days, prints were sent out to free-lancers who were paid a penny to color the smaller ones, a dollar a dozen for the larger sizes. In 72 years of operation the firm produced more than 7,500 different scenes - and a large but unknown number of each.

While most original, in the newspaper industry, have been destroyed or lost over the years many survive in the collections of individuals, museums and business firms.

But the business was becoming obsolete because of the growing use of the camera and the advances in the newspaper industry. Young Currier sold out to Ives, who in turn sold the company to Daniel I. Logan, a son of the firm's general manager. Logan struggled alone for several years but finally gave up and dissolved the company in 1907.




Joy to the world on this Christmas!

We wish you the blessings of the Day.

## REJOICE

**MURPHREE FURN. CO.**  
ELBA, ALABAMA

## Greetings for Christmas



May the spiritual blessings of the Christmas season be with you and yours.

**ELBA FLORIST & GIFT SHOP**



And may the real joy of this season be yours...

## Glad Tidings

**ELBA TRACTOR CO.** Telephone 897-2909

### Santa's Busy, But He Has Plenty Of Help

Even though Santa is sometimes pictured as traveling by rocket or by jet plane, his favorite mode of transportation still seems to be the famous reindeer-drawn sleigh. The only wonder is that he can remain as jolly as he traditionally is, when he has to cover the world in one night, delivering gifts by the billions.

Perhaps the explanation may be found in the number of helpers he has, and also in the fact that Christmas Eve is not his only day for delivering gifts.

St. Nicholas, a real bishop, was the first "Santa." Many legends grew up around his name, and many centuries after his death on December 6, about 342 A.D., he was honored as a friend to the young. December 6 became "Children's Day," and St. Nicholas, traveling by horse, brought gifts to reward children for good behavior.

Although Santa has to a large extent replaced St. Nicholas, in some European countries children still await the arrival of the bishop on the night of December 5, and set out shoes filled with hay and carrots for his horse.

In Scandinavian and some other countries, Santa gets an assist from St. Lucy, who is responsible for the distribution of gifts on her day, December 13.

Christmas comes after Christmas to many homes in France and French Canada, where the old tradition of giving gifts to children on New Year's day is observed. There's a resemblance to Christmas in the placing of gifts beside the fireplace, often in stockings.

Even then, the Santa season isn't finished. Many Spanish children expect the Three Kings to bring them gifts on Epiphany, January 6. They, too, set out shoes filled with

Whatever the gift-giving date, Santa has a host of helpers to lighten his load. In addition to St. Lucy, Scandinavian countries have the Tomtar, little gray bearded men who are said to hide gifts for boys and girls on Christmas Eve. The Christ Child or Kristkind brings the gifts in many countries.

In Italy the traditional gift-giver is Befana, sometimes described as a benevolent fairy and sometimes as a witch. Legend says that she misdirected the Magi or that she refused shelter to the holy family. Now she goes around the world in repentance, seeking the Christ Child and doing good to children on Christmas Eve.

### Youngsters Told Where Santa Is "Right At Home"

Along with "Why is the sky blue?" and "Why can't I see the wind?" the favorite question of children everywhere is very often, "Where does Santa Claus live when Christmas is all over?"

Parents faced with this puzzler needn't get involved in explanations of just what and where is the North Pole. They can answer, with a straight face and a map to back them up, "Why, Santa Claus, Indiana, of course."

Or how about Belts, Tennessee; Evergreen, Alabama; Holly, Washington; or Noel, Missouri, as suitable quarters for Santa?

These are just a sample of the many towns and villages all over the country that are named in the spirit of Christmas, in the hope of preserving the good will and cheer of this happy season all year.




## Christmas Joy

As Christmas once again proclaims the joyful message the herald angels sang, we wish for you and yours the complete happiness of that holy night.

## HOLLEY'S RESTAURANT

HWY. 84 WEST  
WILL BE CLOSED WED. & THURS.




## Silent Night, holy night...

Hope your Holiday begins and ends on the happiest of notes, with joy and peace for you, your family and friends. Merry Christmas!

**Marsh Insurance Agency**  
Telephone 897-2981 Robert Marsh

## GREETINGS

Thank you for letting us serve you - best wishes for a happy, healthy holiday.



**Elba Propane Gas Company**  
TELEPHONE 897-2877



## MERRY CHRISTMAS

**Trammell Auto Repair**  
Telephone 897-6480